DOCUMENT RESUME

ED 097 453 CE 002 215

TITLE	Orientation to Commercial and Advertising Art; Commercial and Advertising Art--Basic: 9183.01.
INSTITUTION	Dade County Public Schools, Miami, Fla.
PUB DATE	Dec 72
NOTE	18p.; An Authorized Course of Instruction for the Quinmester Program
EDRS PRICE	MF-$0.75 HC-$1.50 PLUS POSTAGE
DESCRIPTORS	*Art Education; Behavioral Objectives; *Commercial Art; Course Content; Course Descriptions; *Course Objectives; *Curriculum Guides; Graphic Arts; Occupational Information; Performance Criteria; Publicize; Secondary Grades; Student Responsibility; Vocational Education
IDENTIFIERS	*Quinmester Program

ABSTRACT

This outline is presented as an introduction to help the student become familiar with the many facets and requirements to be adhered to in the field of Commercial and Advertising Art. The student is given an in-depth orientation to the entire course content, including rules, regulations, safety factors, and employment opportunities available in the field. Consisting of 45 clock hours, the course is organized into three instructional blocks: (1) orientation to the field of commercial and advertising art, (2) course objectives, and (3) shop work in the commercial and advertising art classroom, followed by sample post-tests. A bibliography listing basic references and sample post-tests conclude the curriculum guide. (MW)

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Course Outline
COMMERCIAL AND ADVERTISING ART - BASIC - 9183
(Orientation to Commercial and Advertising Art)
Department 48 - Quin 9183.01

CE002215

DADE COUNTY PUBLIC SCHOOLS
DIVISION OF INSTRUCTION • 1973

ED 097453

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M I A M I, F L O R I D A 33132

Course Outline

COMMERCIAL AND ADVERTISING ART - BASIC - 9183
(Orientation to Commercial and Advertising Art)

Department 48 - Quin 9183.01

county office of

VOCATIONAL AND ADULT EDUCATION

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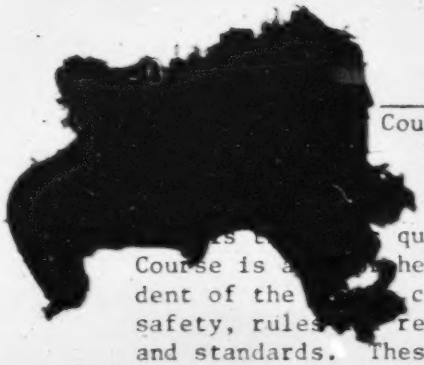
Dade County Public Schools
Miami, Florida 33132

December, 1972

Published by the School Board of Dade County

Course Description



48	9183.01	Orientation to Commercial and Advertising Art
County Dept. Number	County Course Number	Course Title

[illegible] quinmester course in Commercial and Advertising Art. This Course is a [illegible]hensive study of the fundamentals needed to inform the student of the [illegible] content in Commercial and Advertising Art. This will include safety, rules [illegible] regulations and other facts pertinent to course qualifications and standards. These basics, when applied by the student, should encourage and inspire him to successful achievement. This is a one quinmester credit course.

Indicators of Success: Applicants must apply and be accepted by the school administration and the Commercial and Advertising Art instructor(s).

Clock Hours: 45

PREFACE

The following quinmester outline is presented as an introduction to help the student become familiar with the many facets and requirements to be adhered to in the field of Commercial and Advertising Art.

The student is given an in-depth orientation to the entire course content, including rules, regulations and safety factors. The student is made aware of the opportunities for gainful employment in the field.

This course is taught in a one hour block for 45 hours consisting of four instructional blocks, and concluded by a quinmester post test sample.

An adjunct to the listed instructional methods is provided through the instructor's utilization of audio-visual equipment and materials.

The bibliography lists the basic reference books used by the teacher in presenting the material. The books are available to the student through the instructor.

This outline was developed through the cooperative efforts of the instructional and supervisory personnel, the Quinmester Advisory Committee, and the Vocational Curriculum Materials Service, and has been approved by the Dade County Vocational Curriculum Committee.

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with Suggested Hourly Breakdown

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GOALS

The commercial and advertising art student must be able to:

1. Exhibit an understanding of the skills, manipulative practices and technical information needed to acquire and hold a position in the field of advertising arts.

2. Demonstrate the need for accuracy, neatness, and visualization in the commercial and advertising arts field.

3. Develop good work habits and pride in achievement.

4. Exhibit the proper use and care of the tools and materials of the profession and their relationship to precision work.

5. Learn the many categories of the commercial and advertising arts so that he may gain a broad knowledge of the field.

6. Instill in one's self an atmosphere of creative excitement toward meaningful commercial and advertising art goals.

SPECIFIC BLOCK OBJECTIVES

BLOCK I - ORIENTATION TO THE FIELD OF COMMERCIAL AND ADVERTISING ART

The student must be able to:

1. State orally or in writing what five procedures will be expected of him as a trainee of commercial and advertising art.
2. Explain in writing ten departments of an advertising agency and how each depends upon the other for the completed art before printing.
3. Have an awareness of the employment opportunities in the field by identifying in writing or orally ten different jobs or positions in the field.
4. Induce understanding of the necessary qualifications by his educational background, his temperamental adjustment, moral ethical responsibilities and by listing in writing ten qualifications for related job success.

BLOCK II - OBJECTIVES OF COURSE

The student must be able to:

1. Discuss orally or in writing four out of the five objectives of the course.
2. State orally five benefits derived by the student in this course.
3. Explain in writing the five teaching and instructional aids used:
   - A. Individual Instruction
   - B. Class Lecture and Demonstration
   - C. Textbooks Used
   - D. Visual Aids
     - (1) Slides
     - (2) Movies
     - (3) Overhead transparencies
     - (4) Charts and diagrams
   - E. Advertising Services

BLOCK III - SHOP WORK IN COMMERCIAL ADVERTISING ART

The student must be able to:

1. List in writing the four procedures used in making an advertising presentation.
2. State orally how a toolroom and storage system should operate smoothly and economically.
3. Demonstrate in writing the five student responsibilities for tools, equipment and supplies.
4. State in writing ten student responsibilities pertaining to his conduct, rules and regulations of shop procedures.
5. Exhibit orally or in writing a paragraph on how to keep a clean work station.

6. Perform the safety precautions in storing of solvents and use of various tools and materials in a written paragraph.

BLOCK IV - QUINMESTER POST-TEST

The student must be able to:

1. Satisfactorily complete the quinmester post-test.

Course Outline

COMMERCIAL AND ADVERTISING ART - BASIC
(Orientation to Commercial and Advertising Art)

Department 48 - Quin 9183.01

I. ORIENTATION TO THE FIELD OF COMMERCIAL AND ADVERTISING ART

A. Introduction to the Field
   1. Many and varied job opportunities
   2. Lucrative
   3. Benefits derived by the student
      a. Dependent on abilities
      b. Dependent on attitude
      c. Dependent on interest shown

B. Description of Field
   1. Working conditions
      a. Work at own pace
      b. Individual work environments
   2. Qualifications necessary
      a. Educational (basic)
         (1) At least high school graduate
         (2) Good English background
         (3) At least two years of commercial art education
      b. Temperamental - attitudinal
         (1) Even tempered
         (2) Enthusiastic
         (3) Cooperative
         (4) Responsible - dependable

II. COURSE OBJECTIVES

A. For Student
   1. Successful student placement
   2. Introduction of new techniques and skills
   3. Improvement of latent techniques and skills

B. By Teacher Methods
   1. Related or theory lecture and demonstrations
   2. Manipulative or lab student work
   3. Use of instructional aids
      a. Guests from industry
      b. Textbooks and workbooks
      c. Charts, films, film strips
      d. Advertising services
         (1) Clip art
         (2) Morgue
         (3) Syndicated cut service
         (4) Research

III. SHOP WORK IN THE COMMERCIAL AND ADVERTISING ART CLASSROOM

A. Regulations
   1. Student responsibility
      a. Tools
      b. Equipment
      c. Supply
   2. Classroom conduct
      a. Tardiness
      b. Cutting
      c. Absenteeism

B. Classroom Procedures
   1. Procedures used in presentation
      a. Thumbnail
      b. Roughs
      c. Comprehensive
      d. Mechanical
      e. Camera ready
      f. Finished art
      g. Over lay
   2. Toolroom and storage system
      a. Shop foreman - monitor
      b. Check out procedure
   3. Shop rules and regulations
   4. Clean-up methods
   5. Safety rules and precautions

IV. QUINMESTER POST-TEST

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A P P E N D I X

Quinmester Post-Test Sample

QUINMESTER POST-TEST I

Name _____ Date_____ Score _____

True-False Test Items

Each of the following statements is either true or false. If the statement is true, draw a circle around the letter T following it; if the statement is false, draw a circle around the F. If a statement is false in part, it is entirely false.

1. In the commercial and advertising art field, a person can specialize in one phase of the field. T F
2. All free-lance commercial artists work on an hourly basis. T F
3. Life drawing is associated with the commercial art field. T F
4. Layout and lettering are two separate functions but not necessarily done by the same person. T F
5. To begin a layout, the artist's first step is to prepare a rough. T F
6. The written part of an advertisement is called the copy. T F
7. Rough layouts are normally the same size as the finished work. T F
8. Prior art education is of no value in this commercial and advertising course. T F
9. A thumbnail sketch is the initial approach to a layout. T F
10. Layouts are done on transparent paper with pencil, pastels, or magic markers. T F
11. It is easier to change a layout than the finished art. T F
12. Most commercial artists start in the field as illustrators. T F
13. A commercial artist should observe all designs that surround him so he will become aware of the many forms that can be used. T F
14. A Double page spread of advertising is two facing pages. T F
15. A comprehensive is an elaborate or finished version of the rough. T F

16. An agate line is a unit of measurement used by newspapers only. T F

17. Water color brushes should be cleaned after each completed job. T F

18. An account executive is the liaison man between client and advertising agency. T F

19. Good procedure in seeking a job is to have a portfolio of all your works, good and bad. T F

20. A "morgue" is the same as a "swipe" file. T F

QUINMESTER POST-TEST II

Name _____ Date _____ Score_____

Completion Test Items

Fill in the blank or blanks with the word or words that make the statement correct.

1. The interpretative form the commercial artist gives to his subject matter is called _____.

2. The step which produces the background for advertising the product is _____ _____.

3. The _____ is the most expensive part of an opaque projector.

4. The _____ is next to your drawing board. It is used to place your art supplies when not in use.

5. When the paper cutter is not in use, the cutting arm blade must be in the _____ position.

ANSWER KEY TO QUINMESTER POST-TESTS

Post-Test I

1. T
2. F
3. T
4. T
5. F
6. T
7. T
8. F
9. T
10. T
11. T
12. F
13. T
14. T
15. T
16. F
17. T
18. T
19. F
20. T

Post-Test II

1. Style
2. Consumer analysis
3. Lens
4. Caddy
5. Locked